Region 3 Strategic Goals

December Status Report

Region 3 Mission

Focus on the growth and development of the member throughout the life cycle of the individual. Every member is an active participant, an informed and satisfied member.

Region 3 Vision

The Region shall fulfill the Member and Geographic Activities (MGA) strategic objectives at the local level by ensuring the enabling of the sections, chapters, and student branches to engage the member.

Region 3 Theme / Objective

Theme:

Making New Connections

Objective

Increase membership and improve engagement through Making New Connections via new events and improved communications.

Region 3 Goals - Adopted by ExCom for 2020

1. Increase members who are engaged in any aspect of IEEE
2. Ensure quality actionable data is provided to Region OUs
3. Encourage and enable Region OUs to provide more engagement opportunities for their members
4. Assist the Sections in focused improvement
5. Strengthen R3 communications capability and usage
6. Support SoutheastCon
7. Ensure Policies and Processes are documented, findable and useable

Responsibility assignments were made (Primary, secondary, tertiary)

	Dir	DE	Se	Tr	ExC	RegC	Area	ARC	Conf	FinC	MC	NA	OAC	PA	SAC	SOSC	SSC
Theme: Making New Connections	P	S			S	S	S		T		S		R	T	T	T	S
Objective Statement: Increase membership and improve engagement through Making New Connections via new events and improved communications.	S	S			S	P	S		S		S		R	S	S	T	S
Region 3 Goals 2020																	
1 Increase members who are engaged in any aspect of IEEE	P	T			T	T	T		S		S		R	S	S	S	S
2 Ensure quality actionable data is provided to Region OUs	P	P	S		T	T	T		S	T	S		R	T	T	S	S
3 Encourage and enable Region OUs to provide more engagement opportunities for their members	P							T			T		R	S	S		S
4 Assist the Sections in focused improvement							S	T			T		R	S			P
5 Strengthen R3 communications capability and usage	S	T	T	T	T	T	T	T	T	T	P		R	T	T	S	T
6 Support SoutheastCon	S	T	T	T	T	T	S	S	P	S	S		R	T	P	T	S
7 Ensure Policies and Processes are documented, findable and useable	S	S	S	S	S	S	S	S	S	S	S	S	R	S	S	P	S

Primary - lead (or co-lead)
Secondary - supporting role
Tertiary - related role
Review - review results

1. Increase members who are engaged in any aspect of IEEE

- The focus of increasing member engagement was intended to be through new events, and through improved communications. While some new events were held, others are still on hold until groups can meet face to face again. We will continue working on these new events in 2021.
- Region 3 funding for Section Pandemic Projects was recently approved. It is not known if this resonates with sections yet.
- Senior member and Fellow Application Sessions have been held.

2. Ensure quality actionable data is provided to Region OUs

- Director-Elect worked with Area Chairs to make sure they have needed information and resources, and were encouraged to share with Sections
- SSC addressed issues such as a problem with eNotice lists
- SSC collected and distributed information from Tableau on section/chapter meeting information to OUs
- Working directly with MGA staff to improve subunit reporting including vTools
- Encouraged expanded distribution of Section Self-Evaluation Survey results
- Survey for Chapter officers being analyzed

3. Encourage and enable Region OUs to provide more engagement opportunities for their members

This year's Theme is "**making new connections**" -- with a push for every Section (and its subunits) to hold a new event (in spite of COVID-19).

- Presented intended SoutheastCon breakout sessions as webinars in June
- Held R3 Committee meeting for Section to report on their efforts in August
- Provided webinars on "The Broader IEEE" for use as Section meetings
- Established YouTube Channels for Region 3 Volunteers and Region 3 Members and filled with content from the year.

4. Assist the Sections in focused improvement

- Hosted WebEx training events throughout the year
- Sent individualized) email to each section reporting findings from OU Analytics for their section leading to some sections
  - Revising of section officer reports
  - Discussing improving their processes with SSC
- Training webinars on holding meetings, conducting votes, etc.
- Resolved eNotice not reaching all intended section members and an anomaly in how "the do not contact" process works.
- Section Pandemic Projects
- Video channels for content including training, volunteer, and member information

5. Strengthen R3 communications capability and usage

- Resumed publication of R3 Newsletters
- Working on new Region 3 Web Separate from the "governance" website
- Increased posting on Social Media
- Converted the FaceBook group page to a Public Group Page
- *The Member Communications eNotice Initiative* - events around region
- Video channels IEEE Region 3 Volunteer Resources, IEEE Region 3 Member Resources, IEEE Region 3 Young Professionals were established.

Social media presence greatly expanded

Instagram	https://www.instagram.com/r3ieee/	@r3ieee, 89 Followers, 116 posts
Facebook	https://www.facebook.com/r3ieee/	307 Followers
Facebook Student Site	https://www.facebook.com/IEEEStudentsRegion3/	863 Followers
Twitter	https://twitter.com/r3ieee?lang=en	@r3ieee, 555 Followers, 562 Tweets

6. Support SoutheastCon

- 2020: Raleigh - last minute conversion to a virtual event, papers presented/published, online meetings, canceled hardware contest
- 2021: Atlanta - Conversion to virtual with contract renegotiation, online hardware contest
- 2022: Mobile - Supporting local committee ramp up
- 2023 : Orlando - Chose site and section partner
- 2024: Atlanta - Chose site -- part of moving 2021 virtual
- Updated and released the SoutheastCon Manual
- Continue to evaluate venues

7. Ensure Policies and Processes are documented, findable and useable

- Updated Region 3 Bylaws
- Updated the Region 3 Operations Manual (twice)
  - Improved accessibility by including Table of Content Bookmarks in PDF
- Updated SoutheastCon Conference Manual
- Developing new Region 3 Website for public content
- New awards portal (and updates for new YP Award)
- Developing an approach for consistent file and video sharing where the audience needs to be limited

A good year especially given unplanned challenges.

- Thanks to everyone for their efforts (and their reporting)
- Many reported items are successful team efforts
- New process of accountability and tracking seems less onerous while still providing evidence of progress
- Region 3 Volunteers were already used to WebEx and doing some work online
- Committees were active through the year
- Attempted a section project funding initiative